



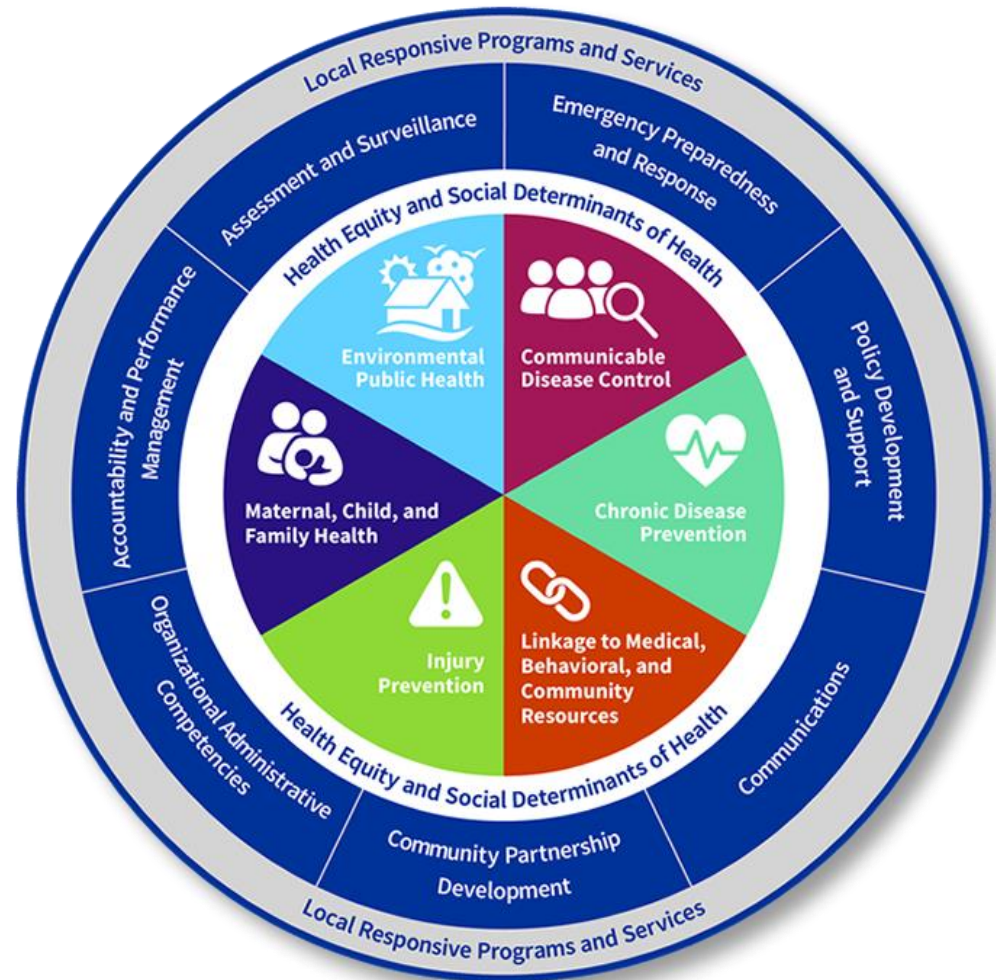
# #HealthierMO

Transforming the future of public health in Missouri

## Foundational Public Health Services

in

*Missouri*





# Transforming the Future of Public Health in Missouri – Phase II Roadmap



## PHASE I

- Identify stakeholders
- Prioritize key issues
- Express urgency
- Build support and buy-in

OCT '17- DEC '18



## PHASE II LAUNCH

- Define roadmap
- Build on Professional Organizations' progress
- Pursue Phase II goals

FEB '19



## FPHS MODEL

- Establish FPHS Workgroup
- Study existing models
- Gather input from MO LPHAs
- Develop MO-specific model
- Executive Committee review and approve model
- Share model with LPHAs

SPRING '19



## BRAND OUTREACH

- Develop survey tool
- Collect input from public health workers
- Develop brand and toolkit

SUMMER '19



## ASSESS CAPACITY

- Develop survey tool
- Conduct survey
- Analyze data and report
- Advisory Council review

FALL '19



## PHASE III PLAN

- Informed by Capacity Assessment
- Recommendation from Advisory Council
- Approved by Executive Committee

**PROFESSIONAL  
ORGANIZATIONS GROUP**

**FORMALIZE PROFESSIONAL  
ORGANIZATIONS GROUP**



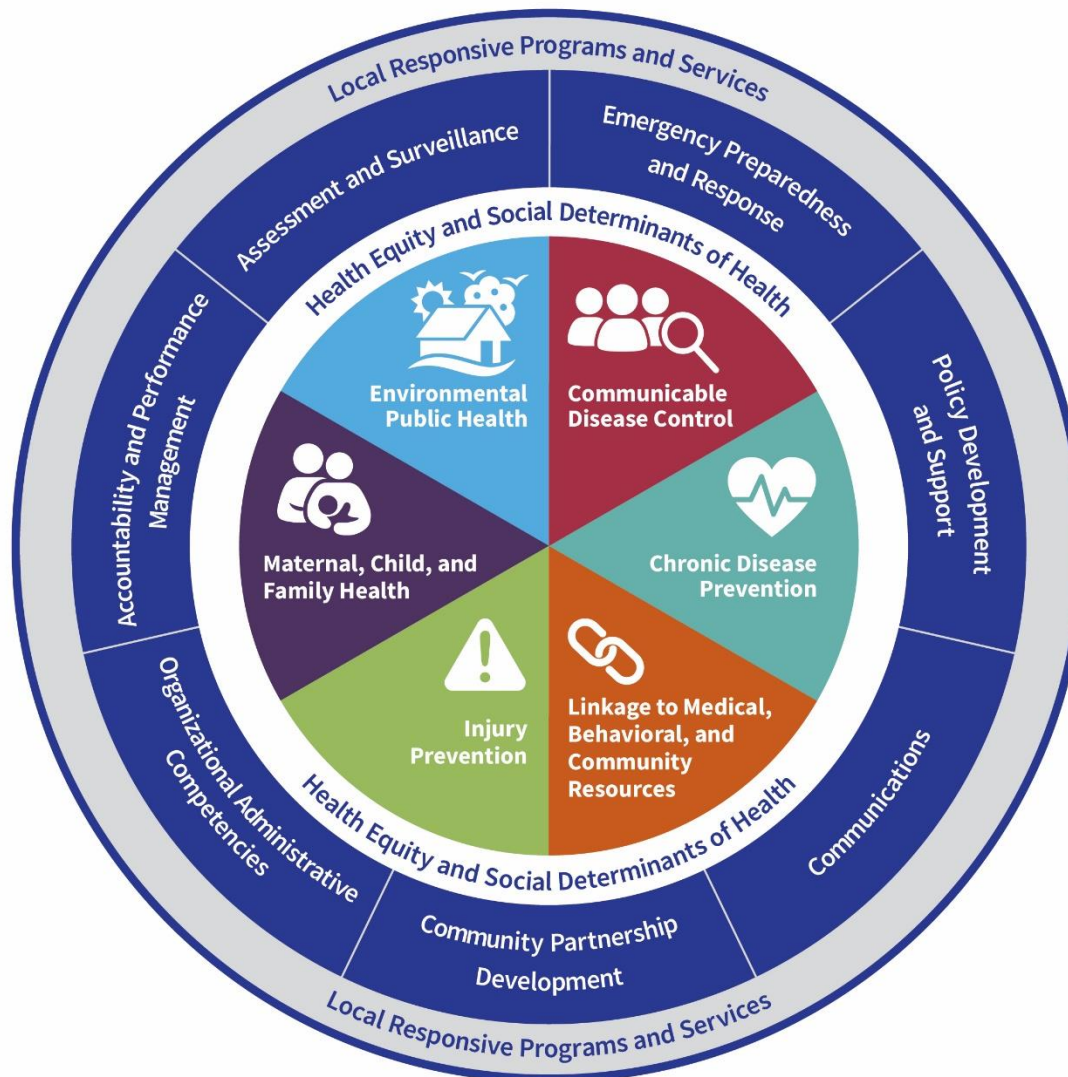
# Model benefits

- Consistent description
- Framework
- Attach costs
- Justify funding





# Missouri's Foundational Public Health Services



Foundational Capabilities



Foundational Areas

## PUBLIC HEALTH INFRASTRUCTURE

- ✓ Assessment/Surveillance
- ✓ Emergency Preparedness and Response
- ✓ Policy Development and Support
- ✓ Communications
- ✓ Community Partnership Development
- ✓ Organizational Administrative Competencies
- ✓ Accountability/Performance Management



Communicable Disease Control



Chronic Disease and Injury Prevention



Environmental Public Health

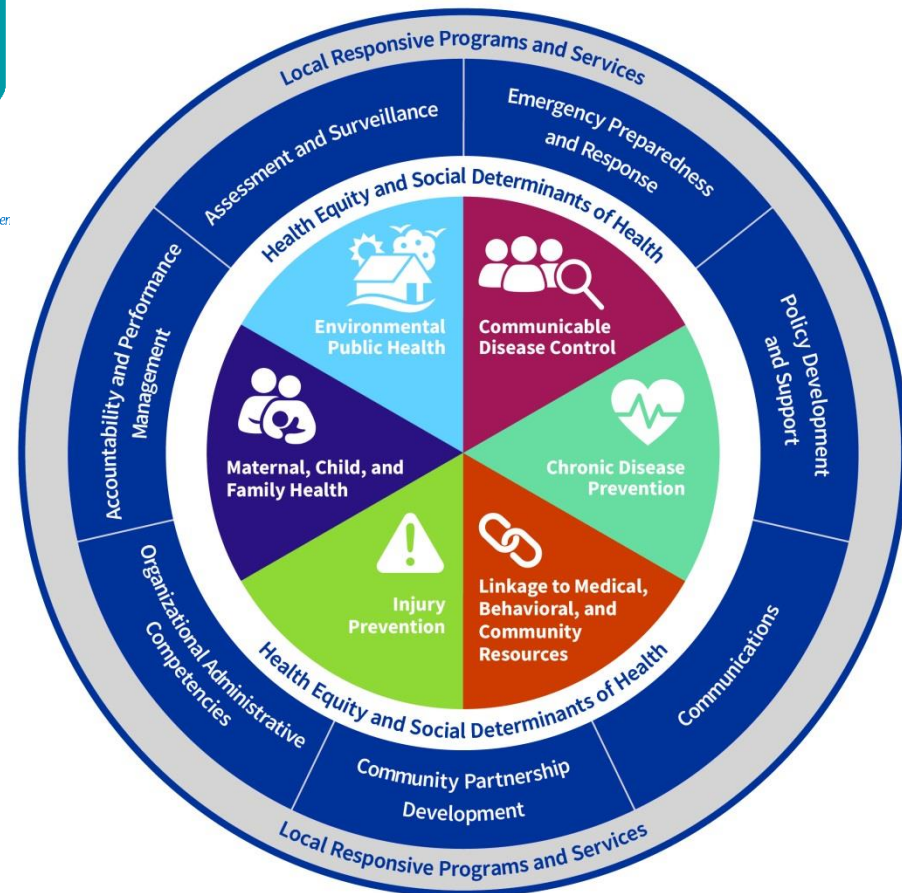


Maternal, Child, and Family Health

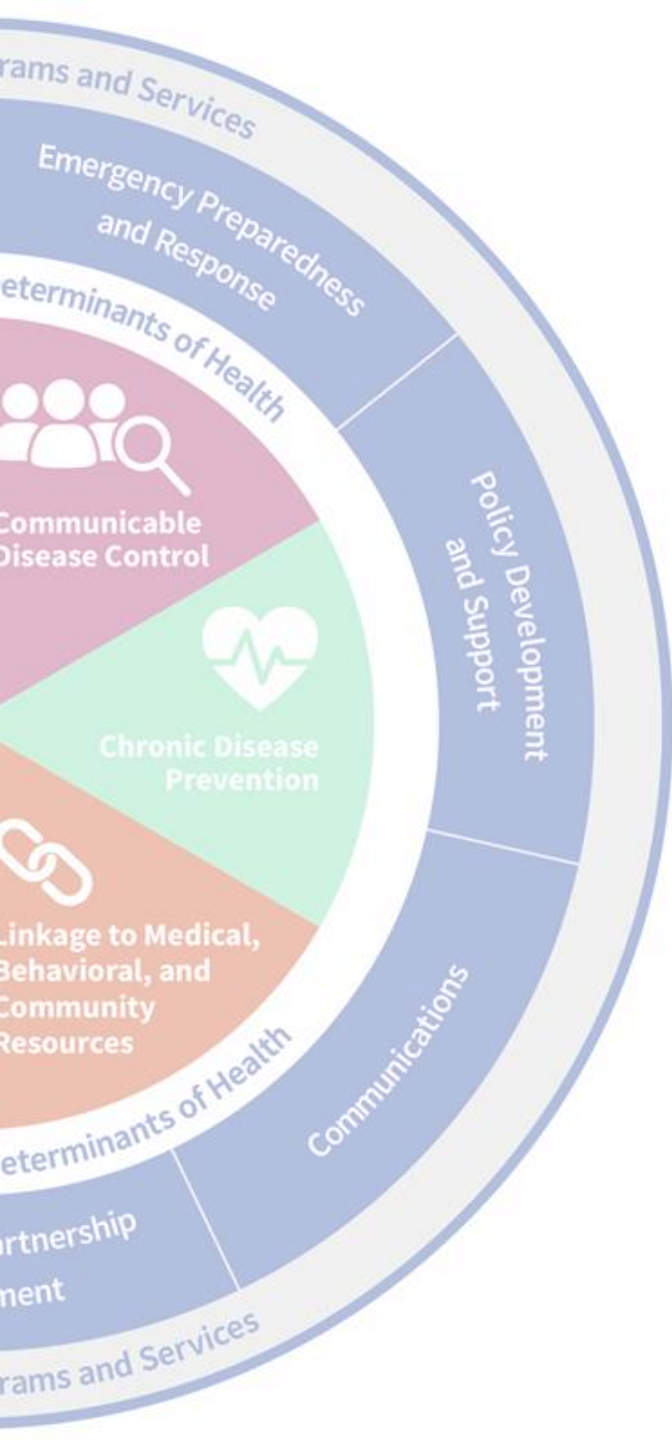


Access to and Linkage with Clinical Care

*Novor*



HealthierMO.org



# MO vs National Model

- Separate Injury Prevention and Chronic Disease
- Reword Linkage to Care
- Call out Health Equity and SDOH
- Add Local Responsive Programs and Services



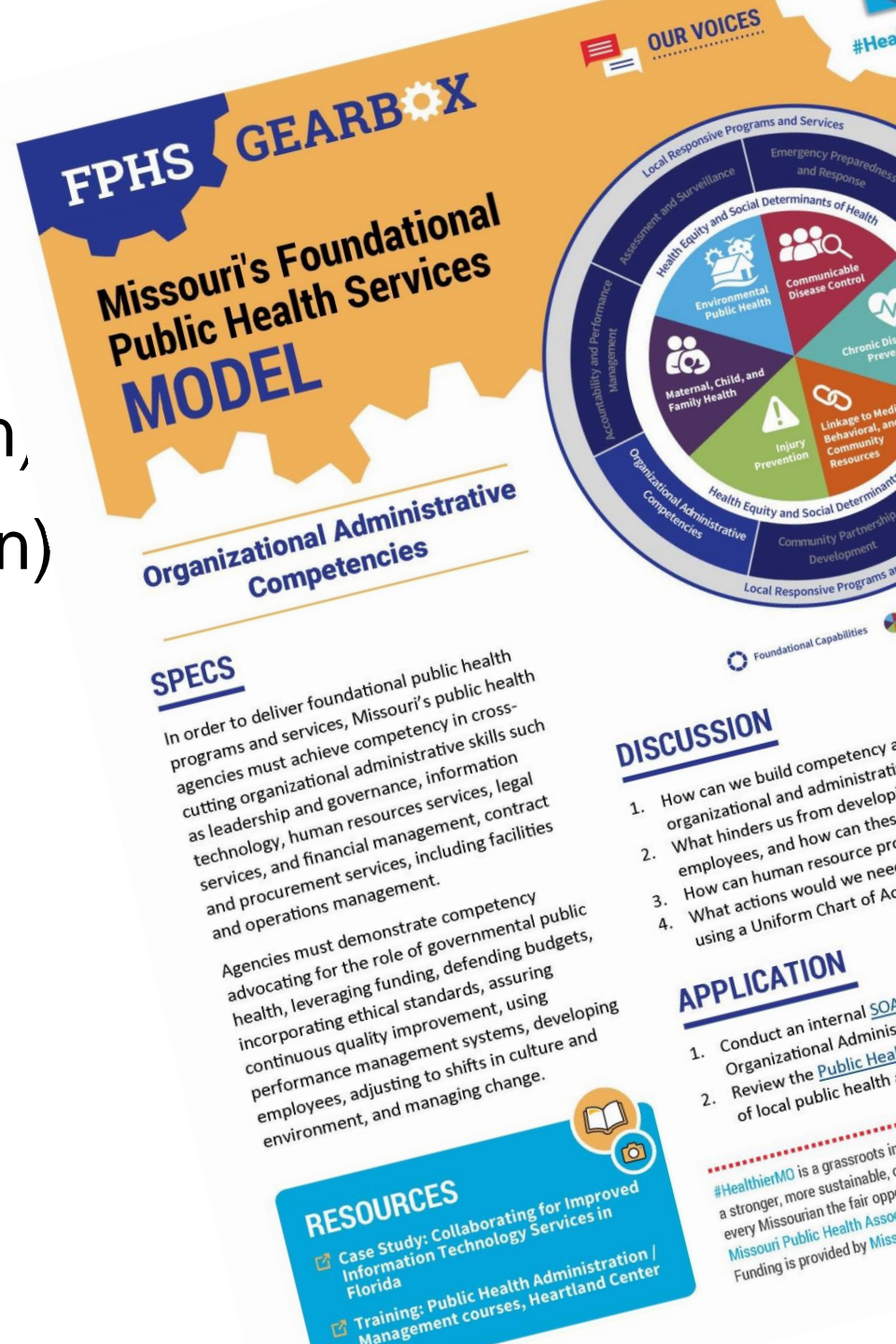


# Resources/Tools

- Motion Graphic (4 min)
- Explainer Video (8 min)
- Overview (pdf)
- History (pdf)
- FPHS Gearbox
- Academic Model



HealthierMO.org

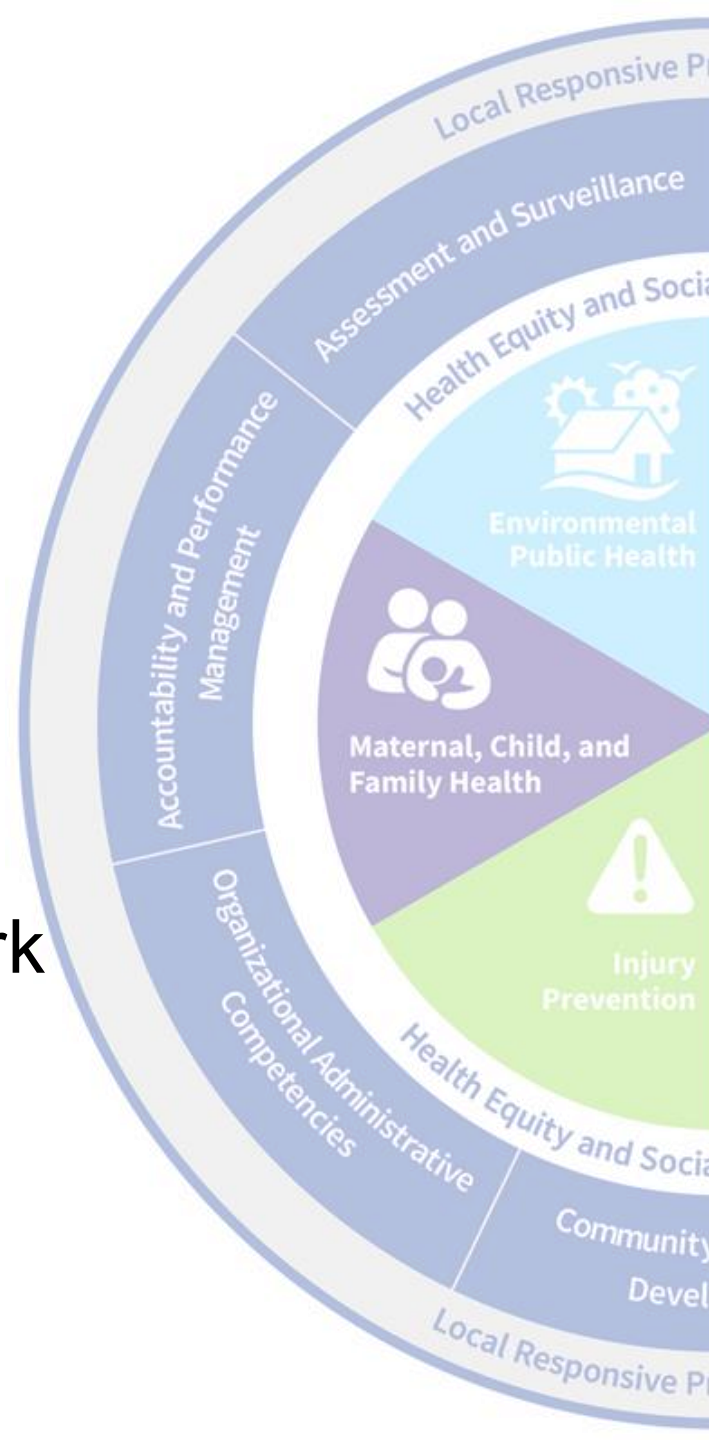






# FPHS Model Next Steps

- FPHS Workgroup
- Familiarize public health staff
- Consider local implementation
- Introduce to local partners as a framework for collaborative work



# Storytelling



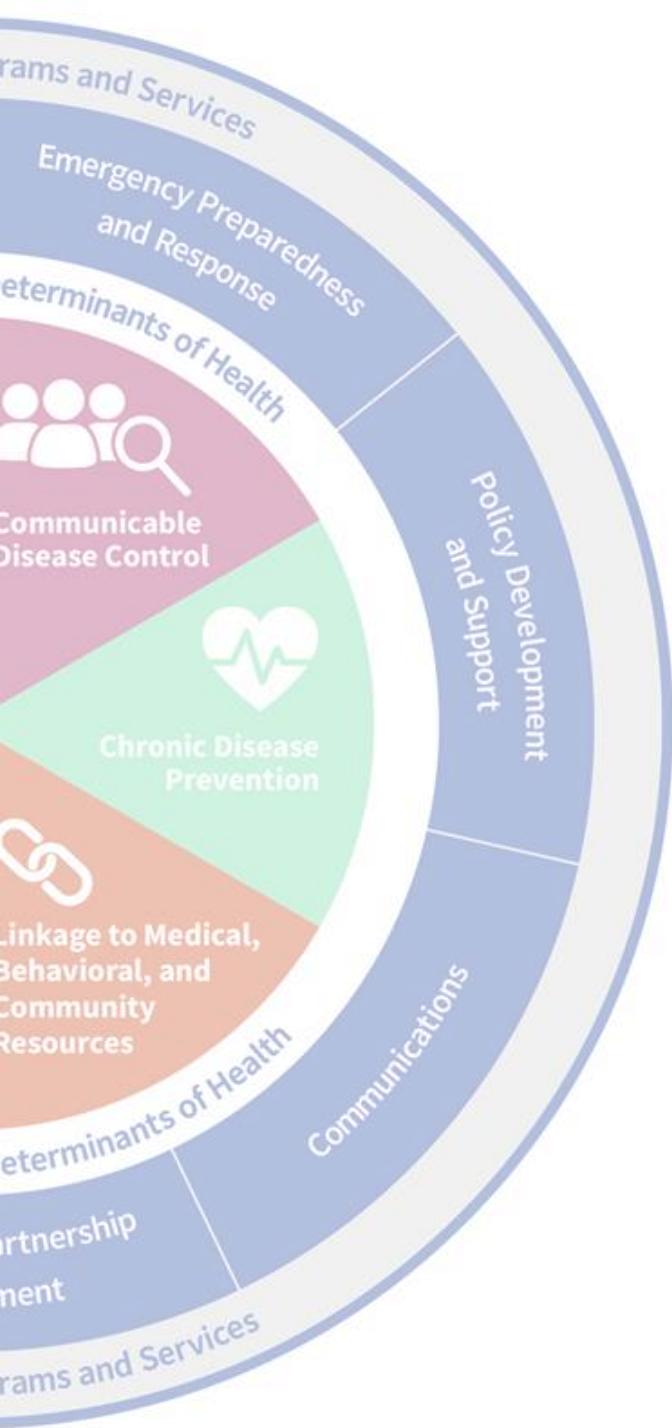


## Why It Works

- Engages brain
- Captures attention
- Prompts arousal
- Transportation
- Chemical response
- Empathy
- Change







# Communication

- Written stories
- Individual stories
- Video stories
- Photo stories

#GearUpMO

[bit.ly/MO-Stories](https://bit.ly/MO-Stories)



# Professional Organizations



## Mission and Vision

**Vision:** United for public health

**Mission:** Leading public health collective impact through advocacy, collaboration, communication and workforce development.

In August 2018, the group set ten goals around their four missions areas. The goals include uniting around key public health issues, formalizing the group's structure and developing a sustainability plan. The group will identify internal and external communication processes and will research workforce development opportunities to benefit public health professionals.

[Meeting Minutes 10/24/19](#)



## Membership

[Missouri Association of Local Public Health Agencies \(MoALPHA\)](#)

[Missouri Center for Public Health Excellence \(MoCPHE\)](#)

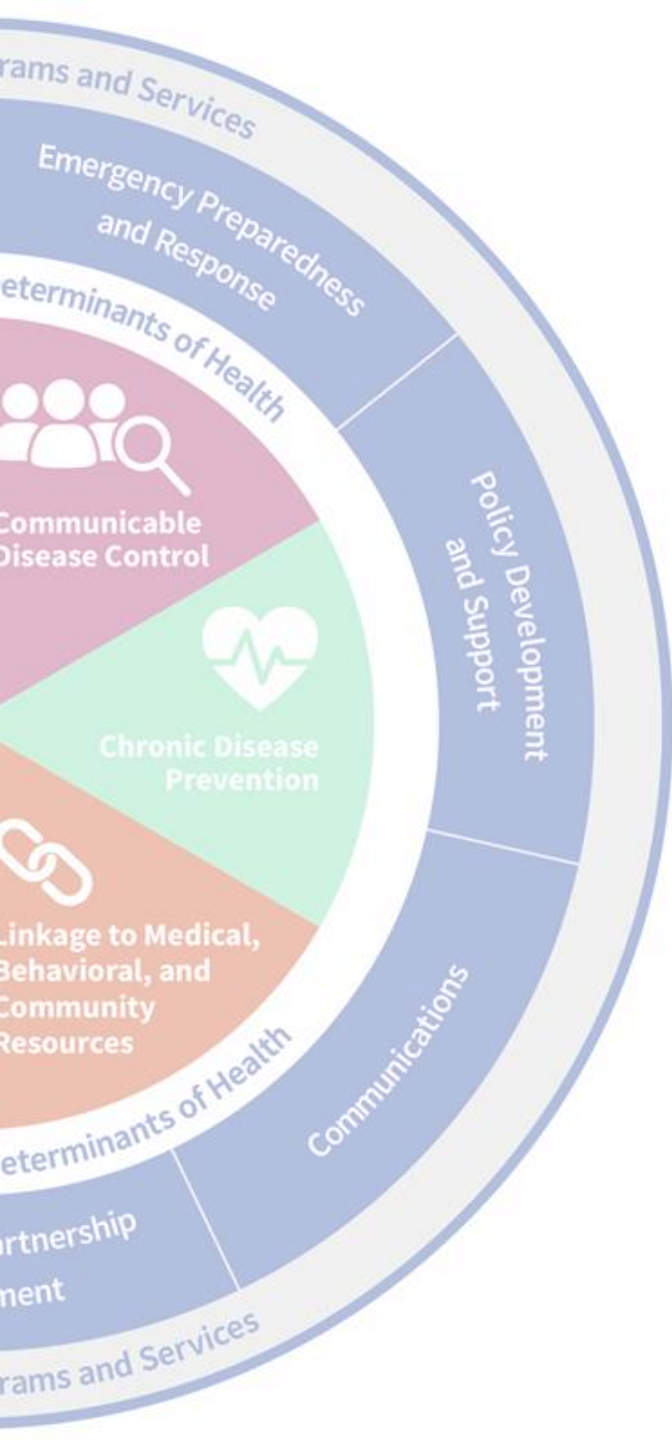
[Missouri Department of Health and Senior Services \(DHSS\)](#)

[Missouri Environmental Health Association \(MEHA\)](#)

[Missouri Institute for Community Health \(MICH\)](#)

[Missouri Public Health Association \(MPHA\)](#)

[Missouri Council for Public Health Nursing \(MCPHN\)](#)



# Capacity Assessment

- Assess current capabilities
- Identify and define gaps
- Explore innovative solutions to address gaps



# Next Steps

- Costing Assessment
- Phase III Proposal
- Developing Tools and Resources
- Working with Professional Organizations to Support Model Implementation





# Join Us!

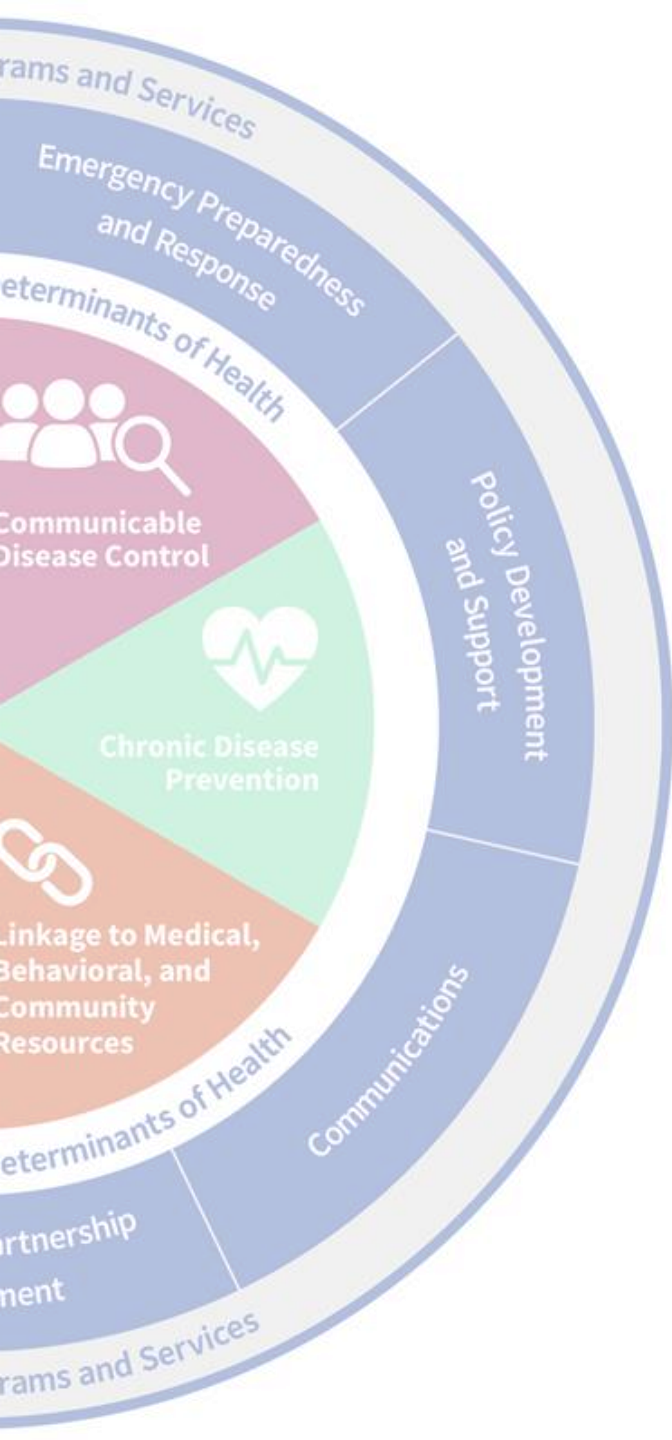
- Subscribe to e-update
- Visit [HealthierMO.org](https://HealthierMO.org)
- Choose a role
- Amplify on social media
- Engage on Open Line

## #GearUpMO









# Casey Parnell

Project Manager

[cparnell@HealthierMO.org](mailto:cparnell@HealthierMO.org)

# Jaci McReynolds

Communication Coordinator

[jmcreeynolds@HealthierMO.org](mailto:jmcreeynolds@HealthierMO.org)

HealthierMO.org

